



CITIES, REIMAGINED

Map, Measure & Analyze the Future of Place with UrbanFootprint

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Supporting hundreds of planners, cities, and universities nationwide.

- Used to power 4,000+ planning projects in 700+ cities across the U.S.
- Engaging students in over 20 top universities

FOR PLANNERS, DESIGNERS & ENGINEERS



FOR CITIES & PUBLIC AGENCIES



FOR UNIVERSITIES



Cornell University



PRINCETON UNIVERSITY



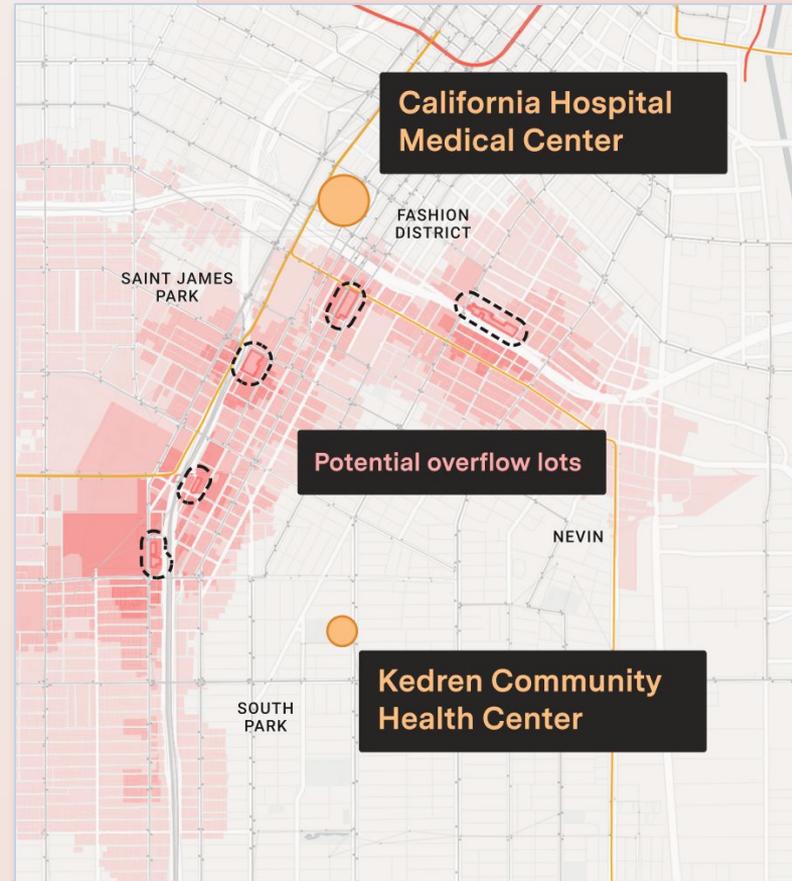
THE UNIVERSITY OF CHICAGO

COVID-19 RESPONSE & RECOVERY

Deliver emergency response with actionable health, resource, and demographic data.

Map and measure impacts of COVID-19

- Access the latest coronavirus datasets
- Identify vulnerable areas & populations to prioritize resource development
- Map walk and transit accessibility to essential services, such as food outlets and hospitals

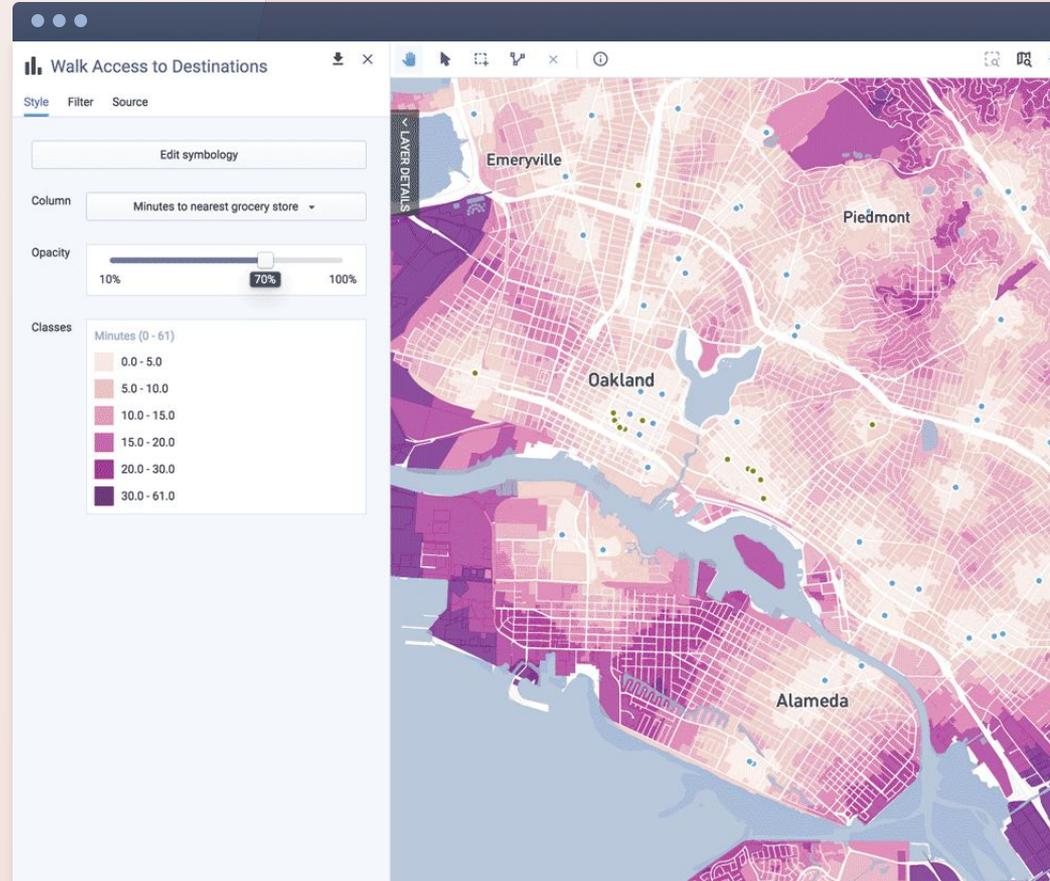


COVID-19 RESPONSE & RECOVERY

Quickly intersect preloaded datasets to highlight vulnerable areas

Overlay typically disparate data sources onto a single map

- Sociodemographics
- Poverty/Vulnerability
- Chronic disease indicators
- Life expectancy
- Food access
- Hospital access
- Schools, parks, and transit lines
- Automobile ownership



Built on 30 years of thought leadership

The New York Times

Cities Start to Question an American Ideal: A House With a Yard on Every Lot
By EMILY BADGER and QUOC TRUNG BUI | JUNE 18, 2019

Townhomes, duplexes and apartments are effectively banned in many neighborhoods. Now some communities regret it.

Residential land zoned for: ■ detached single-family homes ■ other housing

Bloomberg

How California Became America's Housing Market Nightmare

NATIONAL GEOGRAPHIC

MAGAZINE

THE CITIES ISSUE

To build the cities of the future, we must get out of our cars

FAST COMPANY

04.11.19 | WORLD CHANGING IDEAS

This SimCity-Like Tool Lets Urban Planners See The Potential Impact Of Their Ideas

UrbanFootprint makes it easy to run simulations to see how a new plan might change traffic and commute times, the ability of kids to walk to school, access to jobs, energy use, the local economy, health, and carbon emissions.

TED

7 principles for building better cities

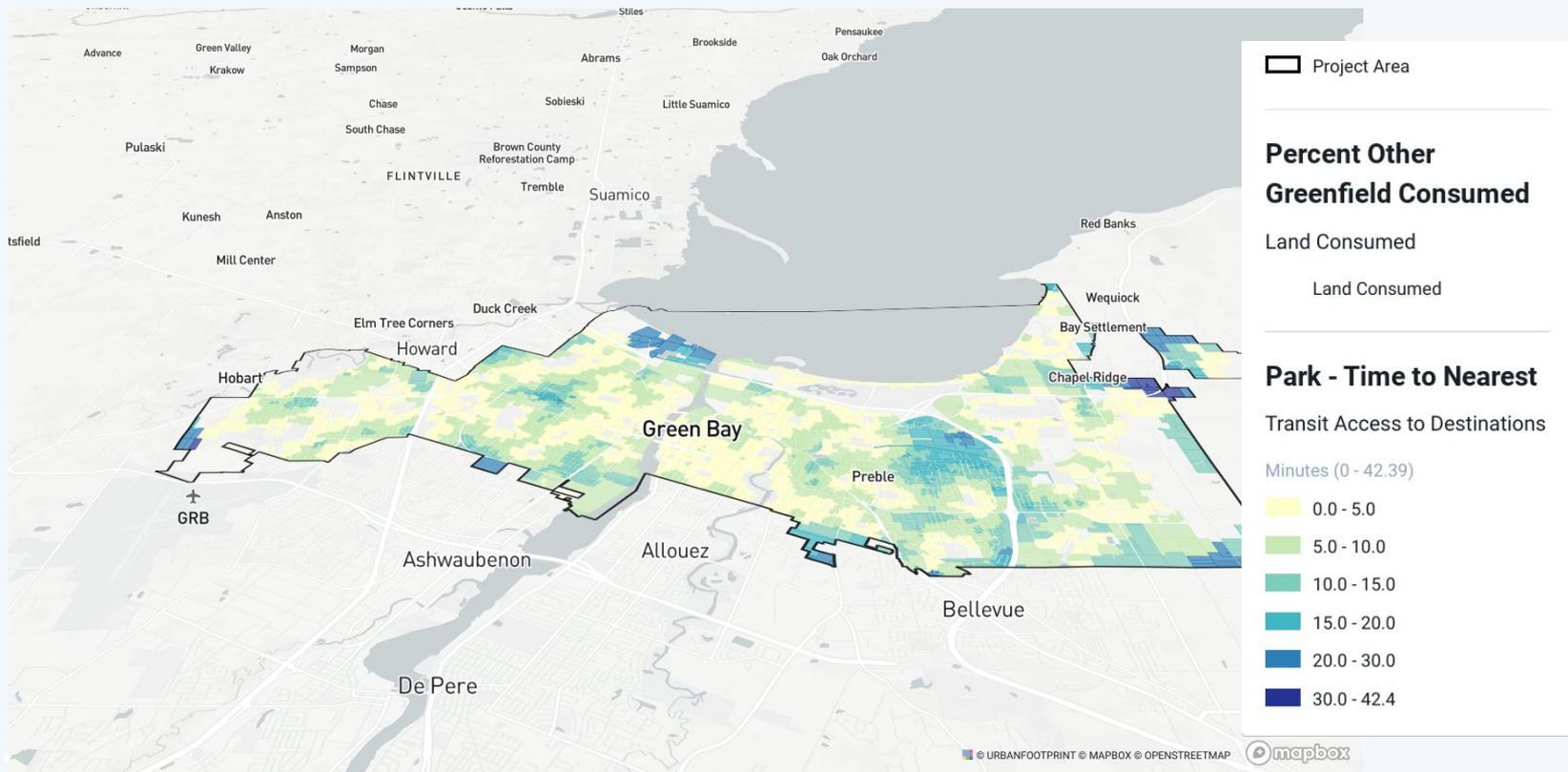
BBC

where home prices are the highest

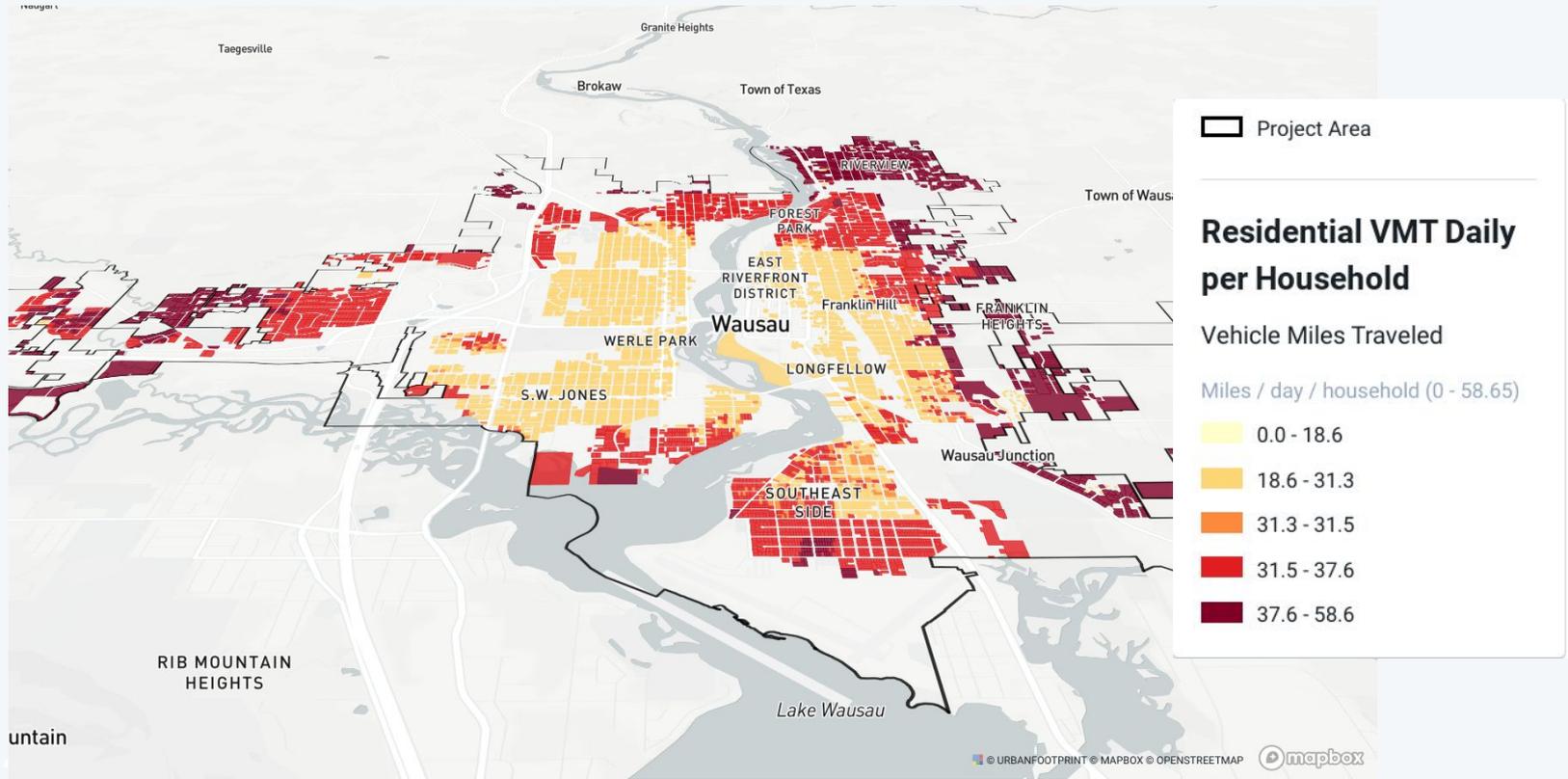
Really Sim City for real

WISCONSIN EXAMPLES

Green Bay, Healthy Communities: Walk & Transit Access to Parks



Wausau, Household Daily VMT: Highest at the outskirts of town



1,200 mi

Per Household Annual GHG Emissions by Source

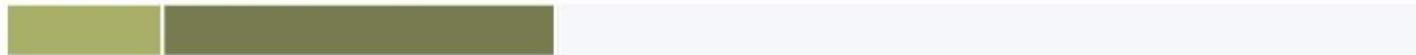
Metric tons of CO₂ equivalent

■ Passenger vehicles ■ Building energy ■ Water energy

Base Scenario 15

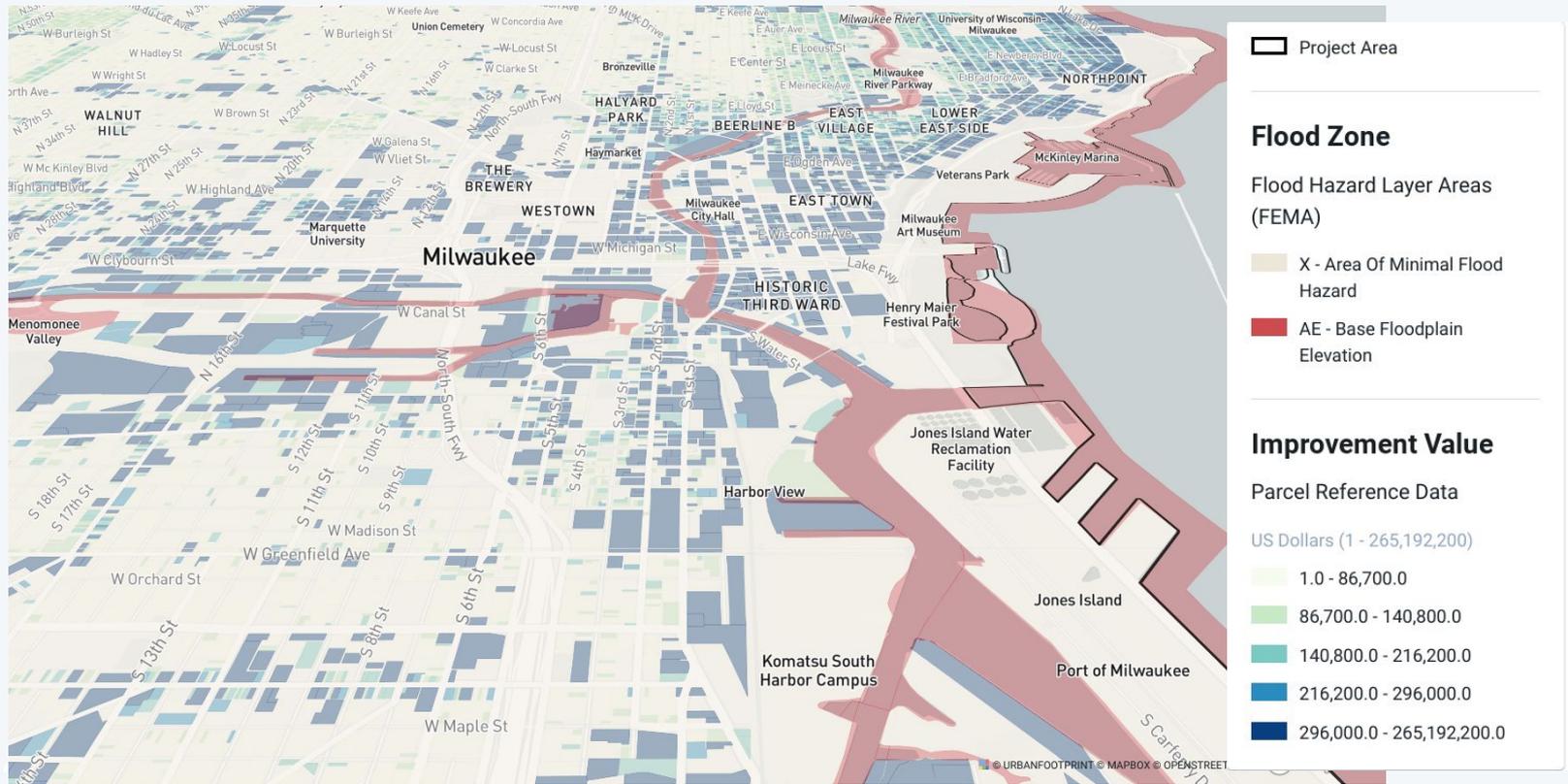


EE, EV, Electrif., Microm 6



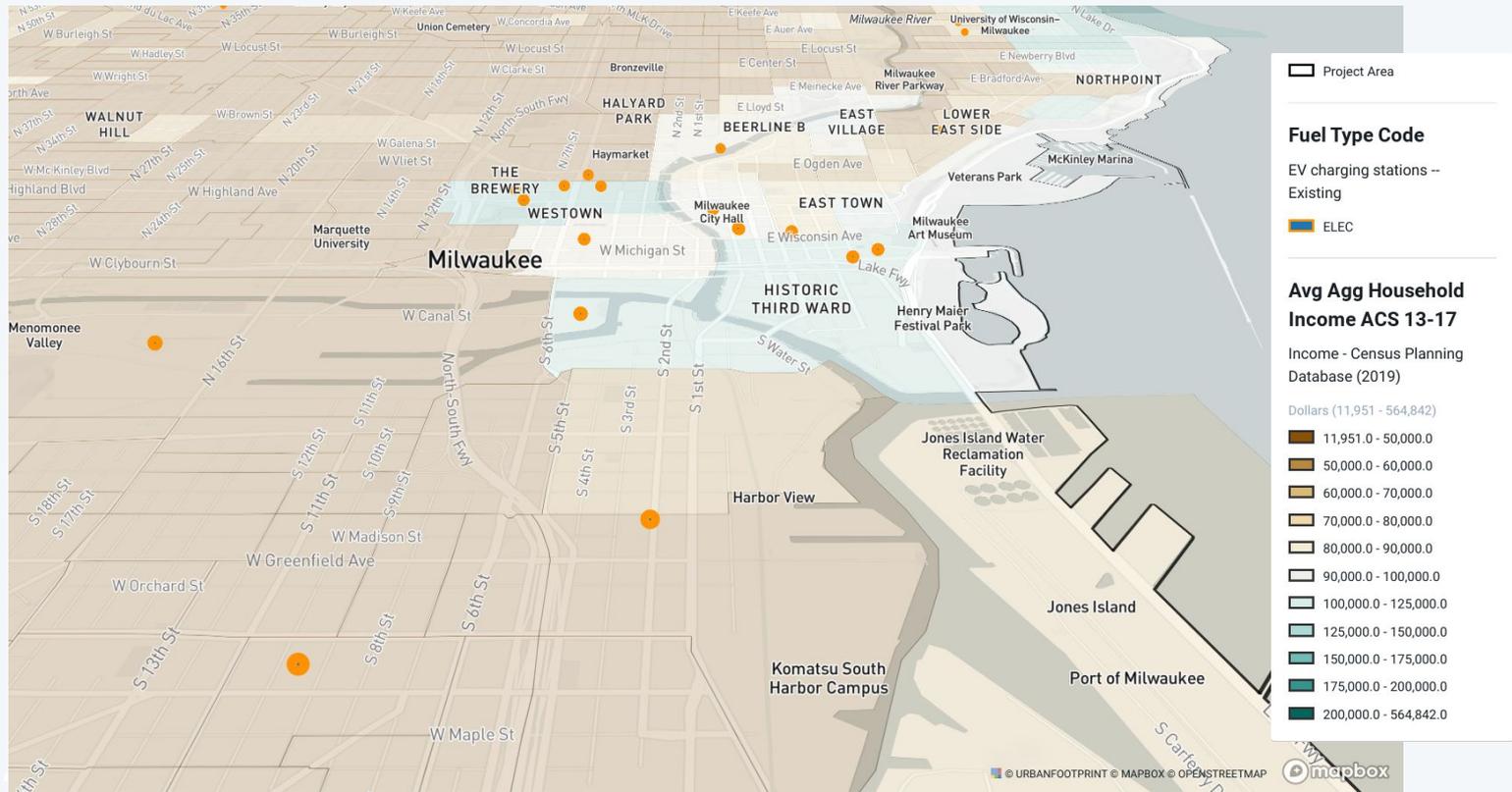
1,200 Mw

Milwaukee: Flood Risk Is Highest Where Improvement Value Is Also High

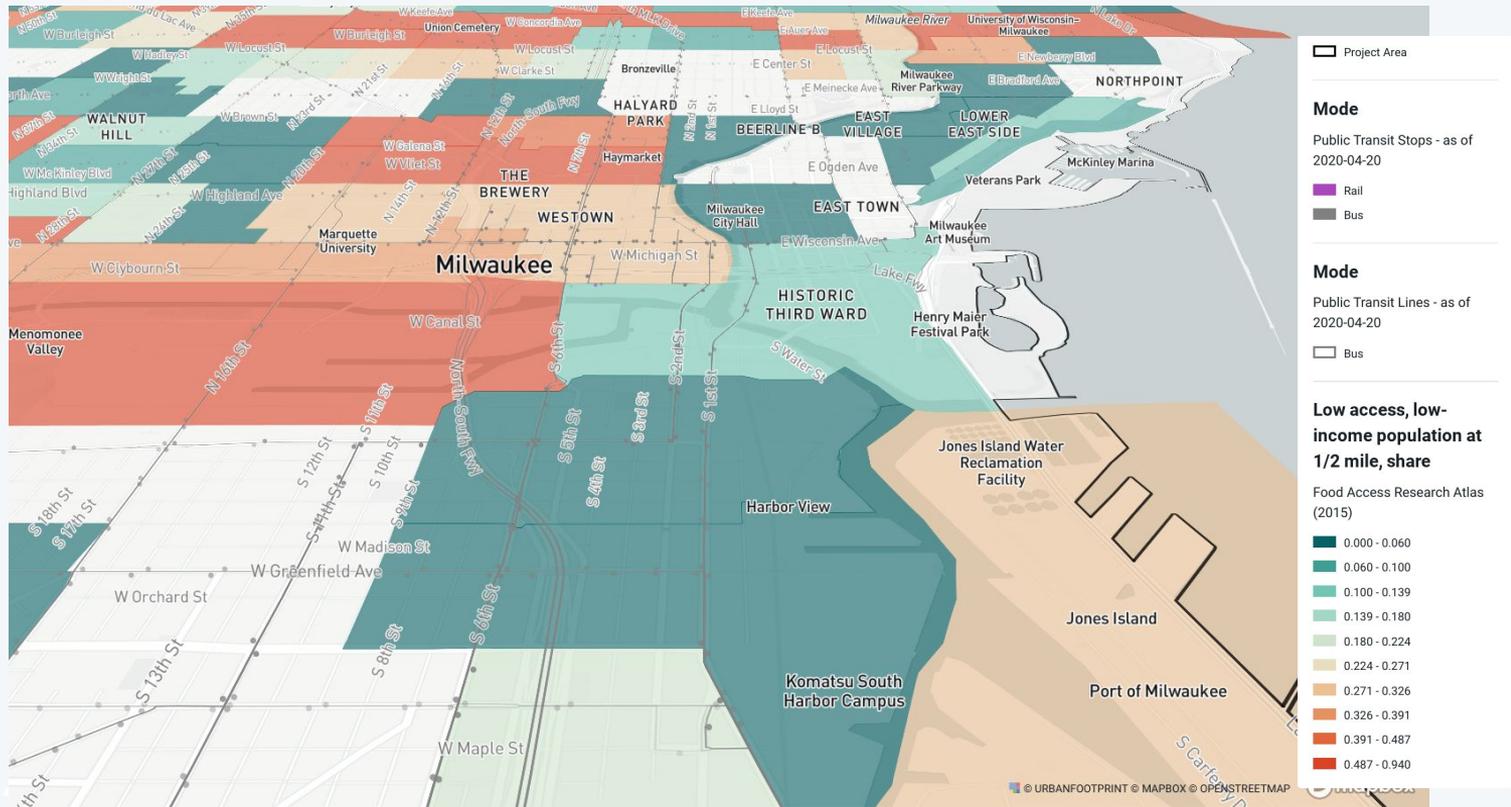


1. URBANFOOTPRINT

Milwaukee: EV Charging Stations Are Concentrated In Higher Income Areas



Milwaukee: Food Access By Can Be Improved Strategically

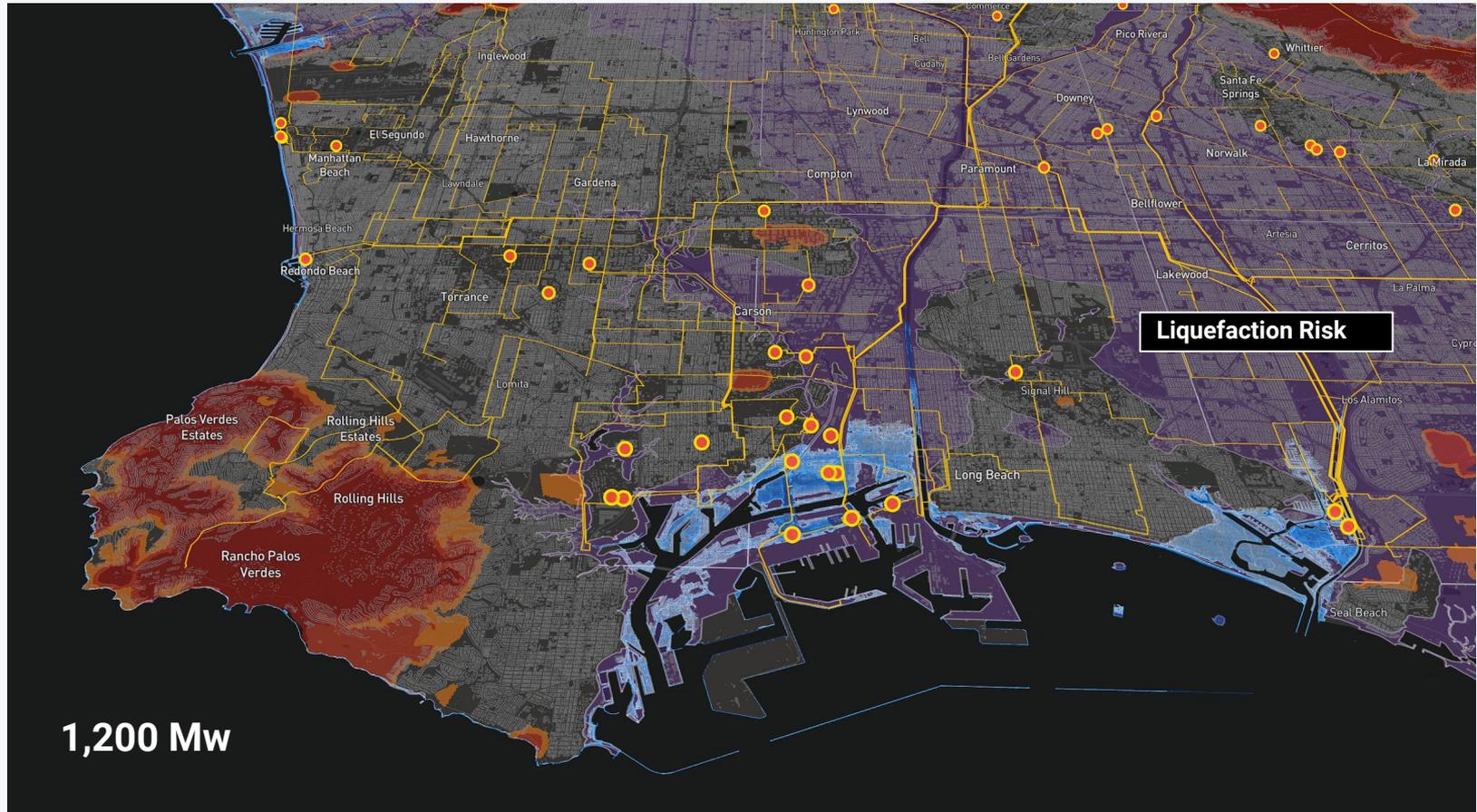


1. 4th St

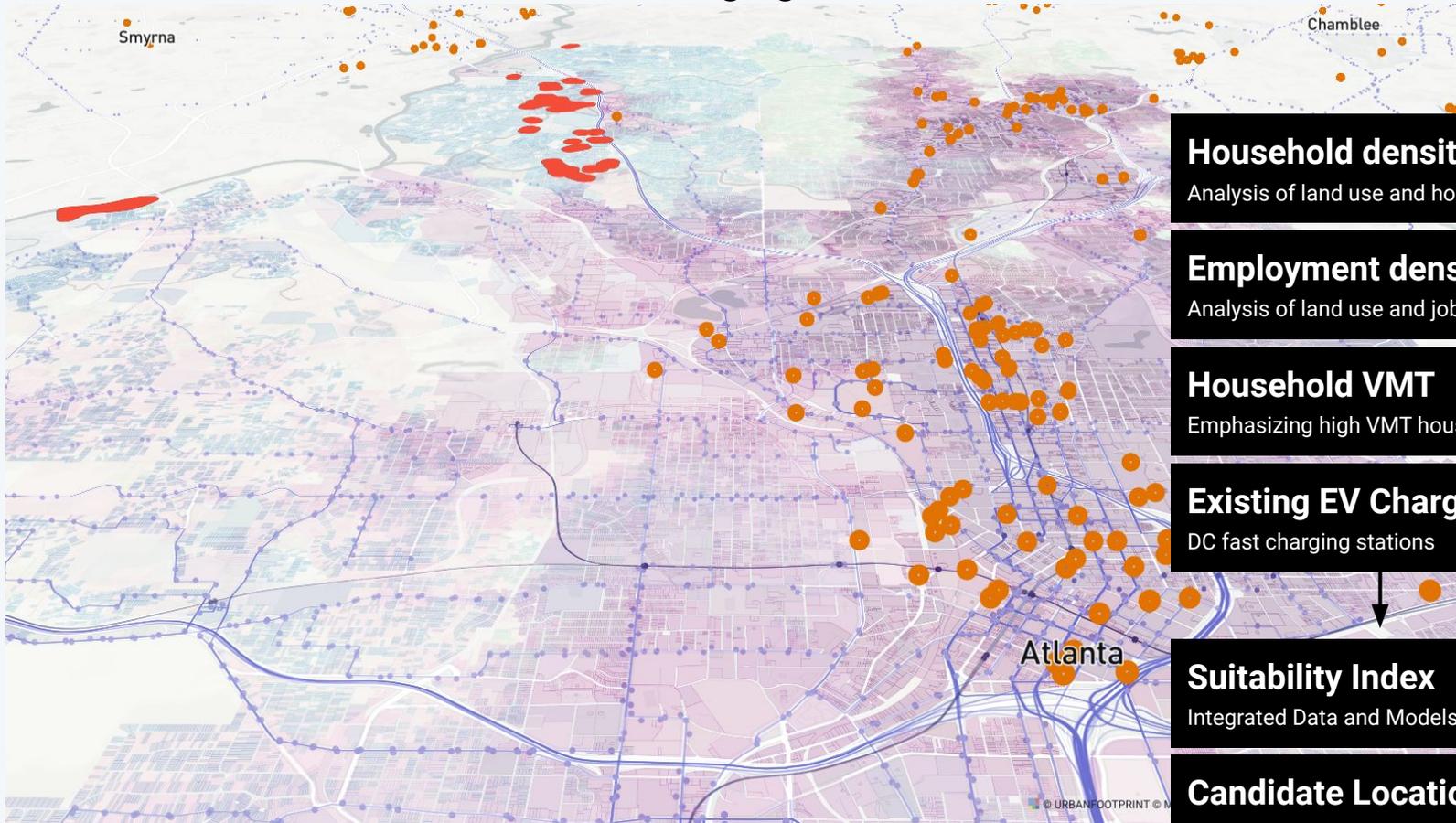
© URBANFOOTPRINT © MAPBOX © OPENSTREETMAP

ADDITIONAL EXAMPLES

Is my utility infrastructure at risk?



Where are the best locations for new EV charging stations?



Household density

Analysis of land use and housing data

Employment density

Analysis of land use and job data

Household VMT

Emphasizing high VMT households

Existing EV Chargers

DC fast charging stations

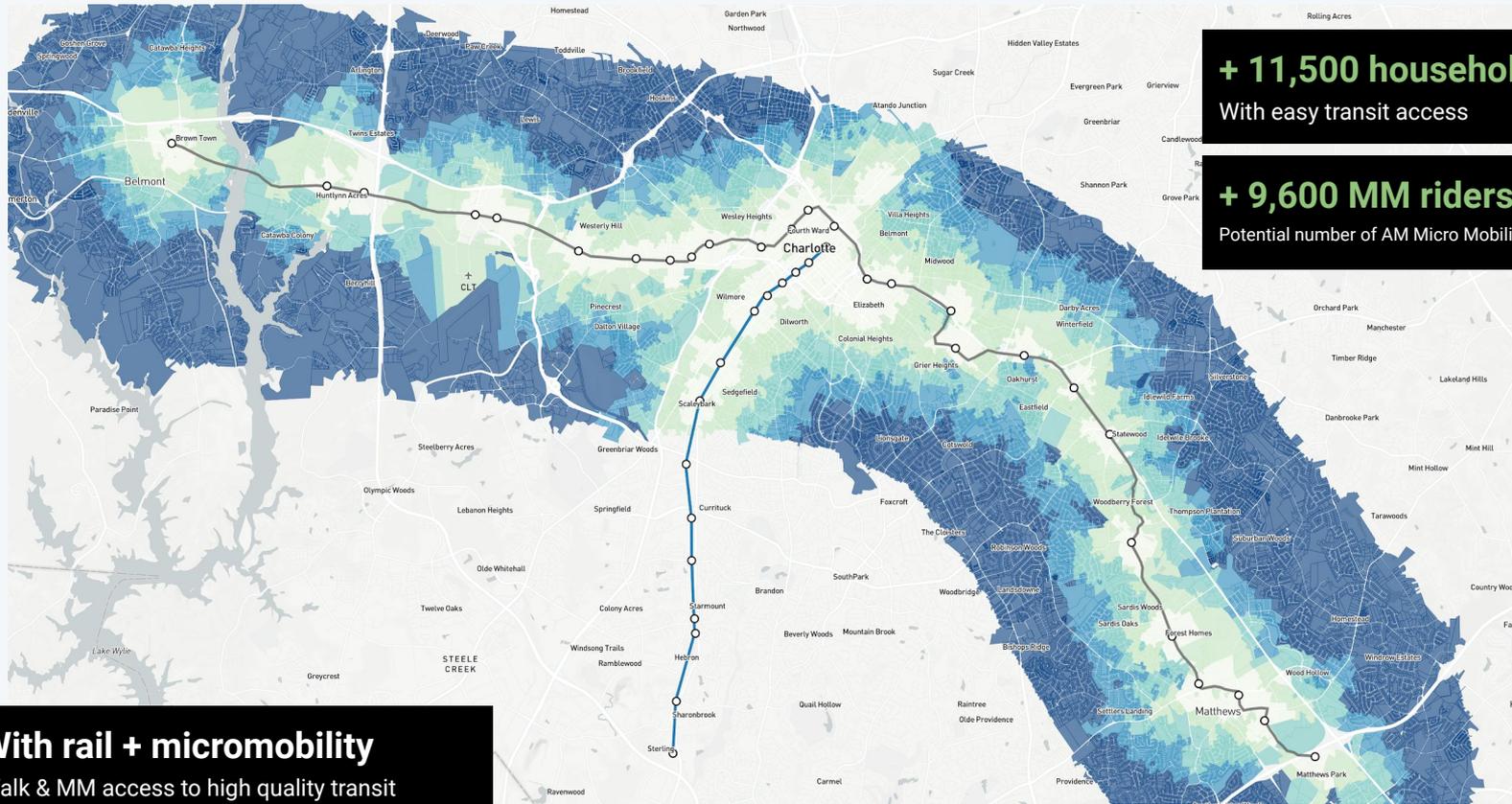
Suitability Index

Integrated Data and Models

Candidate Locations

Optimal sites for EV stations

How Can Micromobility Options Expand the Reach of Light Rail?

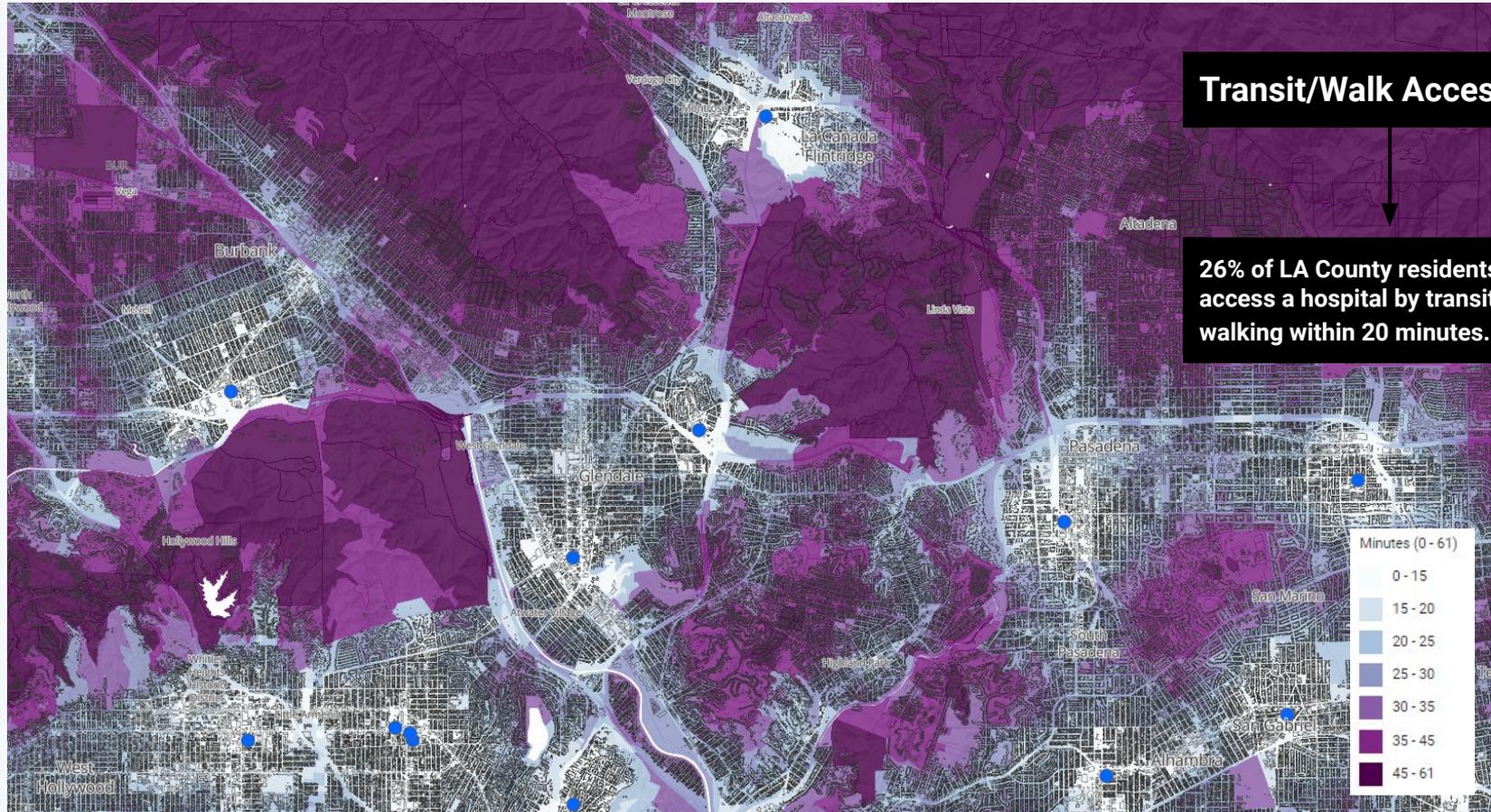


+ 11,500 households
With easy transit access

+ 9,600 MM riders
Potential number of AM Micro Mobility rides

With rail + micromobility
Walk & MM access to high quality transit

Can residents access cooling centers or other care during adverse heat events?

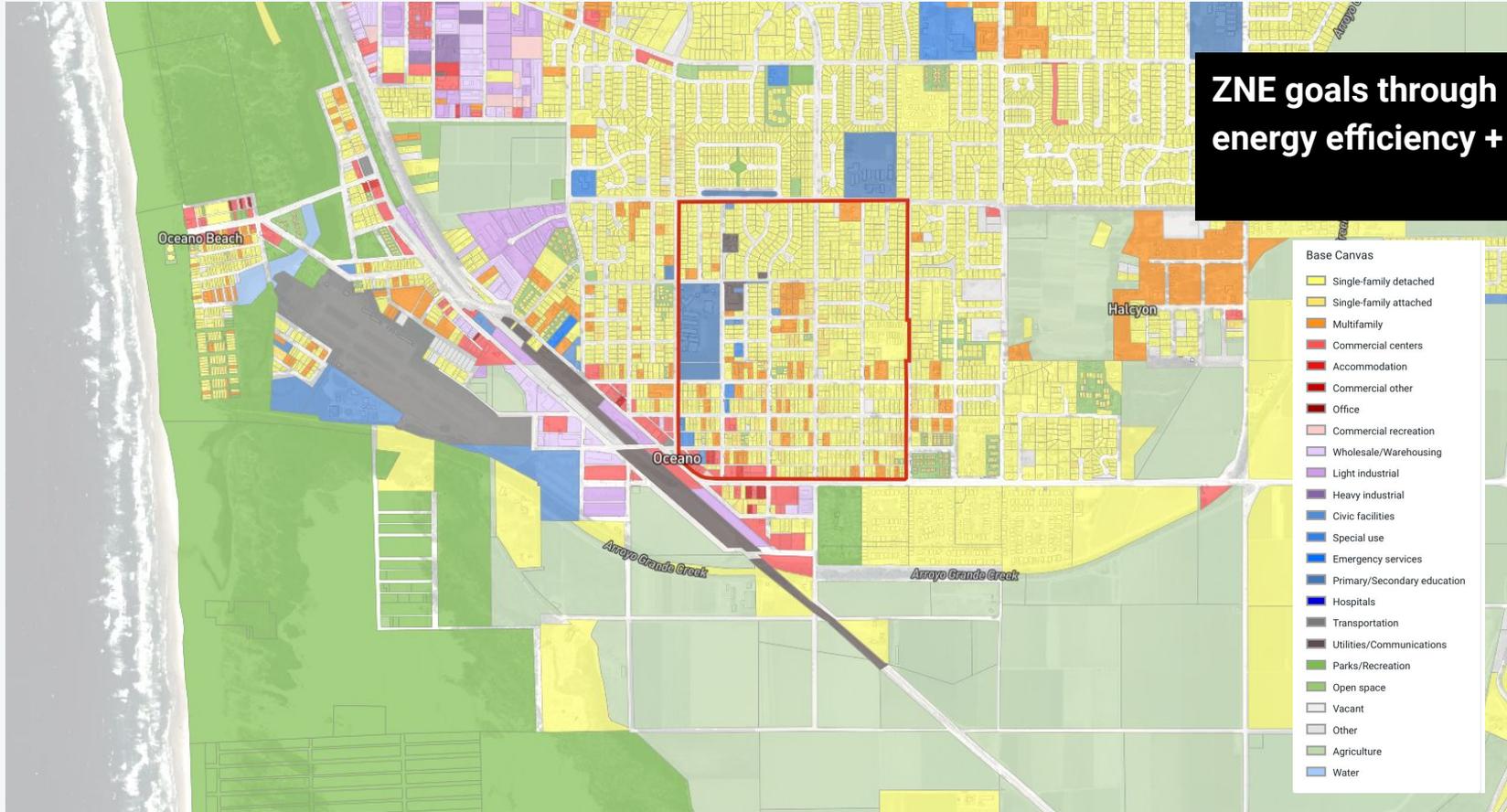


Transit/Walk Access

26% of LA County residents can access a hospital by transit or walking within 20 minutes.

Where can we best site new DER facilities?: Zero Net Energy Neighborhood Study

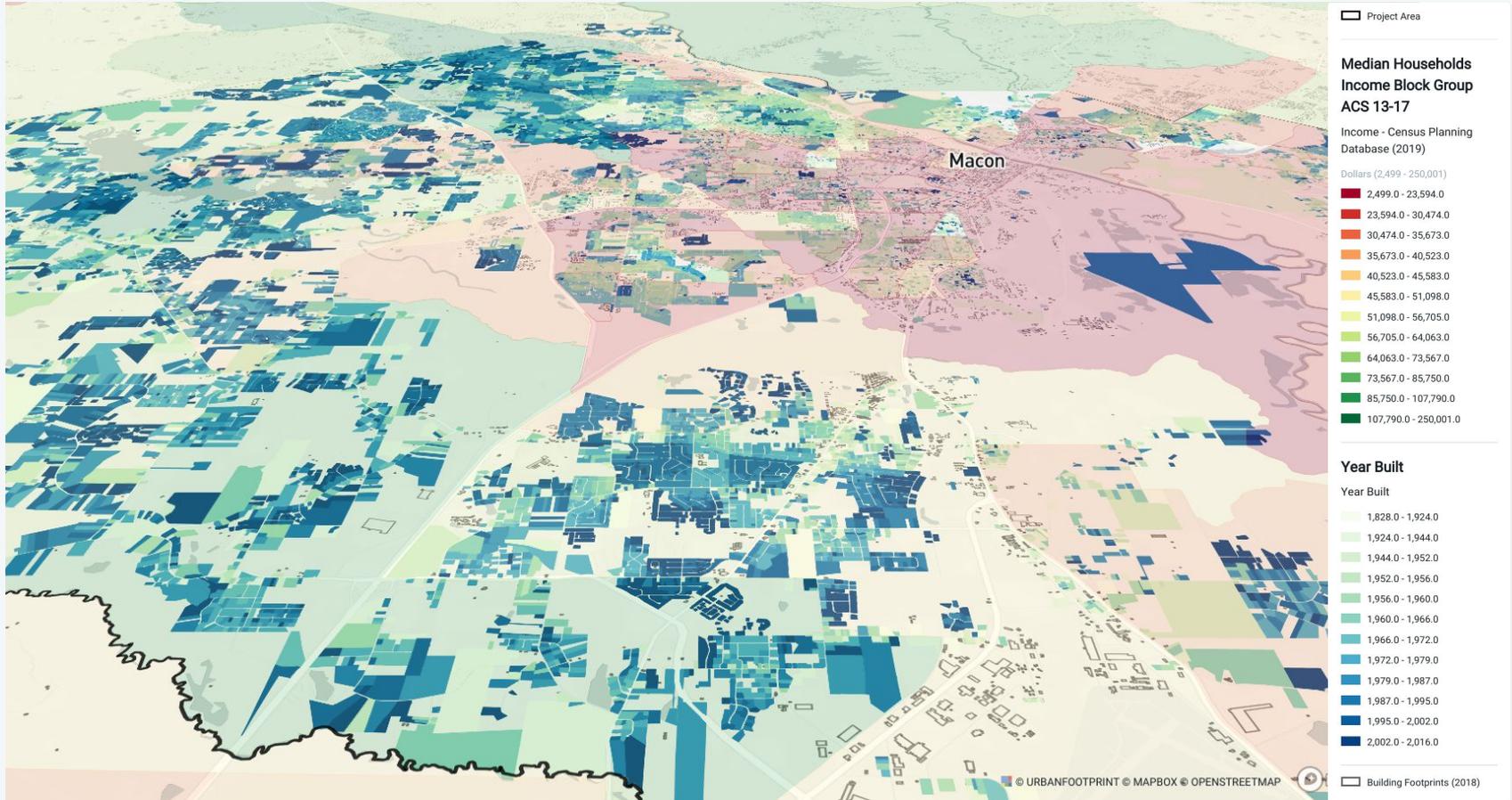
ZNE goals through
energy efficiency + DER



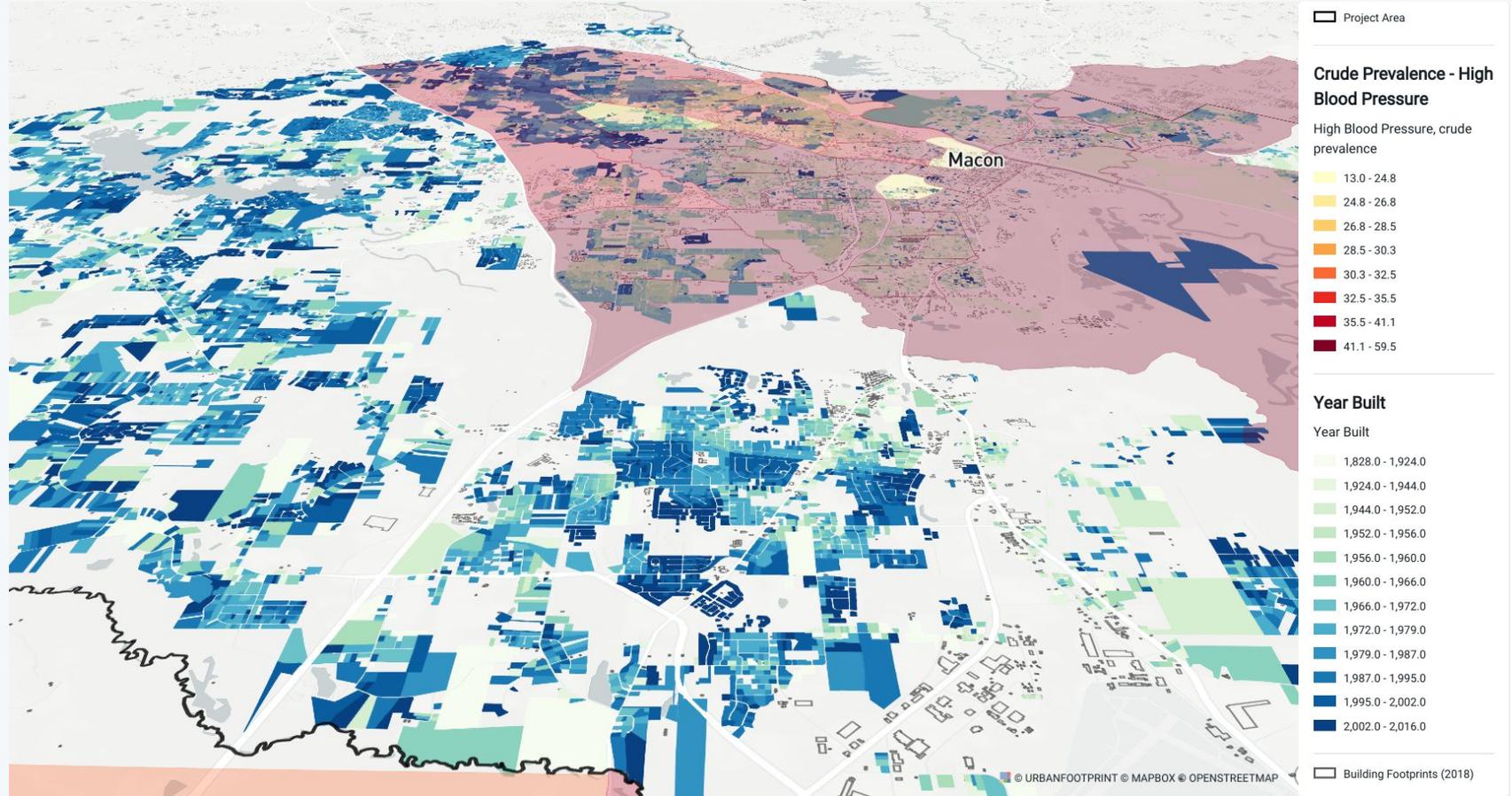
Where can we best site new DER facilities?: Using Sequential Constraints



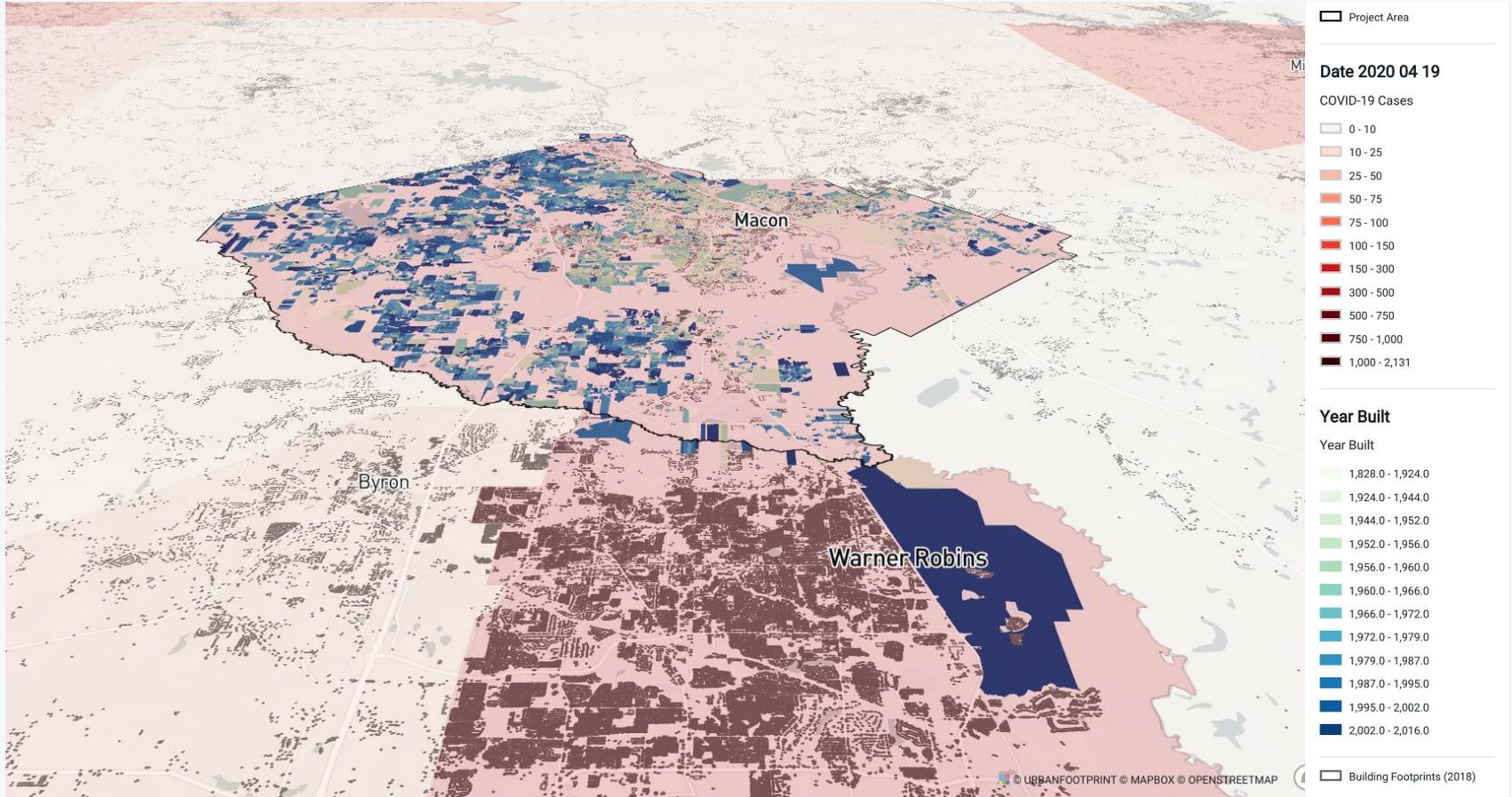
Sociodemographics: Year built and income level -- Red is low income



Sociodemographics: High Blood Pressure -- a proxy for sensitivity to heat waves



Sociodemographics: COVID cases -- Macon, GA is high for the area





THANK YOU

Reach out anytime if you
have further questions!

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